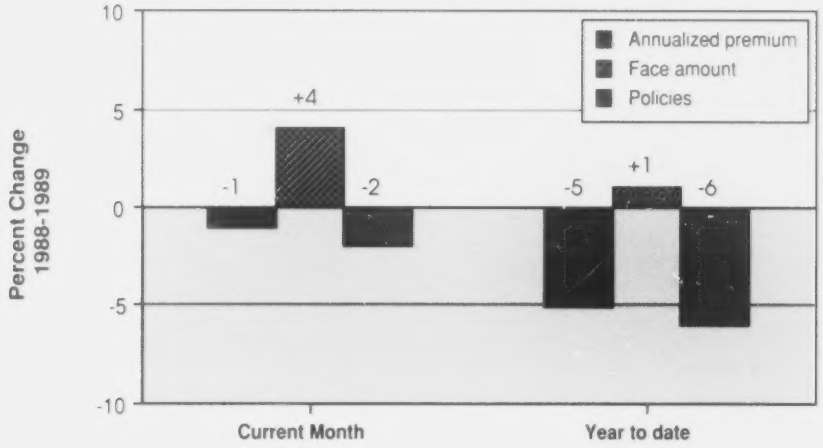
A6225-1

I/R Code 47.40
May 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Individual Sales

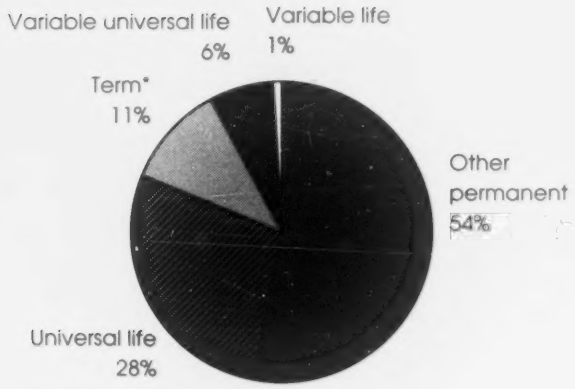
123 Companies



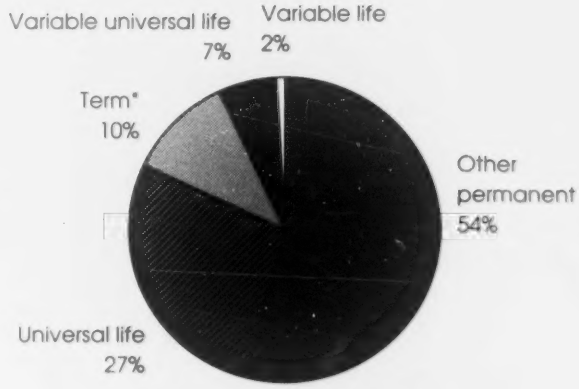
Annualized premium includes 10 percent of single premiums. Some companies report only premium (without corresponding face amount) for single premium paid-up addition riders.

Annualized Premium Market Share by Product

Current Month



Prior 12 Months (May 1988 – April 1989)



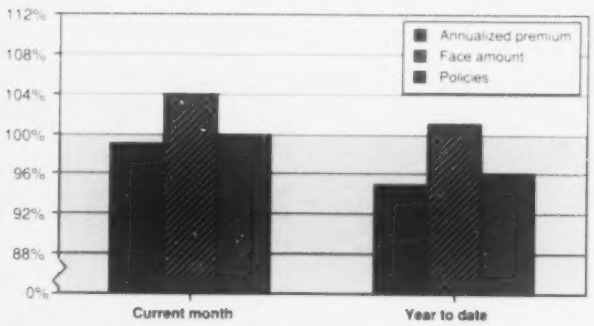
*Estimated based on 87 companies

LIMRA INTERNATIONAL

Profit from our research.

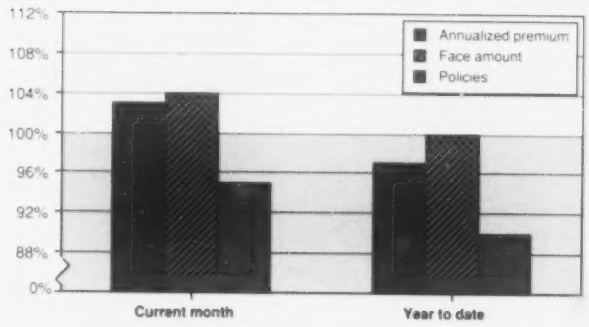
113 Ordinary Companies and Departments

Ratio 1989/1988



18 Home Service Companies and Departments

Ratio 1989/1988



Policy Characteristics – All Companies

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Total home service companies and departments	$15.58	$ 13,830	$ 215
Total ordinary companies and departments	$ 9.20	$ 91,504	$ 841
Total sales	$ 9.58	$ 68,499	$ 656

Policy Characteristics by Product

Year to Date

	Premium per $1,000	Average size policy	Premium per policy
Term (87 cos.)	$ 2.56	$ 158,762	$ 407
Universal life (107 cos.)	$10.55	$ 91,674	$ 967
Variable life (18 cos.)	$13.66	$ 81,919	$ 1,119
Variable universal life (28 cos.)	$12.33	$ 105,352	$ 1,299
Other permanent* (86 cos.)	$17.04	$ 35,892	$ 612

*Includes current-assumption whole life

Sales Comparisons with Last Year

Year to Date Ratio 1989/1988

	Annualized premium	Face amount	Number of policies
Term (87 cos.)	100%	99%	93%
Universal life (107 cos.)	104%	107%	104%
Variable life (18 cos.)	40%	53%	46%
Variable universal Life (28 cos.)	86%	91%	97%
Other permanent* (86 cos.)	92%	98%	91%

*Includes current-assumption whole life

Single Premium vs. Periodic Premium

(in thousands)

	Single premium (full value)			Annualized premium (excluding single)		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
Month	$ 308,547	$ 87,338	28%	$ 490,602	$ 508,155	104%
Year to date	$ 1,697,284	$ 455,924	27%	$ 2,321,061	$ 2,329,438	100%

Universal Life

Interest Rates This Month

Median	8.8%
Range	7.2% - 10.3%
Range of middle 50%	8.5% - 9.0%
Number of companies reporting	99
Number of plans reported	291

Contributors' Growth Rates

Change in Annualized Premium
Year to Date

	Number of . . .	
Percent change 1988 - 1989	Ordinary cos./depts.	Home service cos./depts.
21% or over	16	0
11% – 20%	15	1
1% – 10%	21	5
-9% – 0	28	6
-19% – -10%	22	3
-20% or under	11	3

May Sales*

	Annualized premium+ (000)			Face amount (000)			Number of policies		
123 Companies									
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 405,417	$ 414,560	102%	$ 39,055,374	$ 41,941,068	107%	595,444	598,500	101%
February	480,960	434,149	90	47,850,042	45,892,080	96	770,625	685,313	89
March	556,990	533,233	96	55,615,508	55,737,376	100	898,972	817,716	91
April	525,965	476,199	91	51,805,393	50,589,489	98	794,319	746,407	94
May	521,457	516,889	99	51,603,116	53,829,236	104	785,128	772,404	98
June	540,209			53,458,703			811,145		
July	483,818			47,465,926			705,130		
August	522,141			52,108,511			778,055		
September	513,046			50,805,536			759,408		
October	490,438			51,194,335			763,261		
November	509,231			52,462,820			768,879		
December	709,801			65,843,011			852,988		
Year Total	$6,259,473			$619,268,275			9,283,354		
Year to date	$2,490,789	$2,375,030	95%	$245,929,433	$247,989,249	101%	3,844,488	3,620,340	94%
113 Ordinary Companies and Departments									
Month	$ 471,498	$ 465,626	99%	$ 48,455,944	$ 50,553,786	104%	539,665	539,303	100%
Year to date	$2,251,751	$2,144,058	95%	$231,091,145	$233,160,246	101%	2,657,985	2,548,077	96%
18 Home Service Companies and Departments									
Month	$ 49,959	$ 51,263	103%	$ 3,147,172	$ 3,275,450	104%	245,463	233,101	95%
Year to date	$ 239,038	$ 230,972	97%	$ 14,838,288	$ 14,829,003	100%	1,186,503	1,072,263	90%

+Includes 10 percent of single premiums
*Excludes $210 million of corporate-owned life insurance premiums reported in 1988 and $70 million reported in the first five months of 1989.

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration) and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 123 companies — and their 56 subsidiary companies — operating in the United States. These contributors represent 61 percent of the 1987 United States ordinary volume sold and 69 percent of 1987 *first-year collected* premiums. Since no industry data are available on total *annualized* new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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